NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	17254	9.83	160075	237959	67.27	9.31	10.12
Plymouth	2550	1.30	20132	13181	152.73	1.17	.56
Ford	52814	30.56	545898	756502	72.16	31.74	32.17
Chevrolet	55180	28.18	517263	752369	68.75	30.07	32.00
G.M.C.	14442	7.38	128519	185744	68.82	7.47	7.94
I.H.	6930	3.54	43254	77750	55.63	2.51	3.31
Jeep Truck	5231	3.03	55618	94029	59.15	3.23	4.00
Mack	1599	.82	14609	23279	72.07	.85	.86
Kenworth	916	.47	9242	9781	84.27	.49	.42
Peterbilt	558	.22	4974	6152	80.85	.22	.26
Freightliner	868	.44	7515	8715	87.39	.44	.37
White	504	.31	5358	8630	62.09	.31	.37
Misc.	27123	13.95	208612	172118	116.47	12.13	7.62
U.S. Total	195779		1720170	2351199	73.16		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	66680	89532	3673	190	-	-	-	-
(Dodge 1)	44617	57242	1455	-	-	-	-	-
Plymouth *	13671	6461	-	-	-	-	-	-
Ford	167439	330251	452	-	-	14069	23348	10339
(Ford 2)	62164	139368	-	-	-	-	-	-
Chevrolet	252154	245052	753	-	1070	8879	9162	2193
(Chevrolet 3)	112558	71586	-	-	-	-	-	-
G.M.C.	35999	65132	6	-	446	6361	9500	11175
(G.M.C. 4)	5443	17974	-	-	-	-	-	-
I.H.	-	11273	-	-	-	8868	10442	12671
Jeep Truck	34516	21102	-	-	-	-	-	-
(Jeep 5)	34516	15645	-	-	-	-	-	-
Mack	-	-	-	-	-	289	-	14320
Kenworth	-	-	-	-	-	-	-	8242
Peterbilt	-	-	-	-	-	-	-	4974
Freightliner	-	-	-	-	-	-	-	7516
White	-	-	-	-	-	-	-	5358
Misc.	203527	10	12	6	16	2025	1518	1498
Total	771886	768813	4876	196	1532	40491	53970	78386
1979 Total	853818	1219146	33036	4343	1727	25204	31741	112414
1980 VS '79	90.40	63.11	14.82	4.51	88.75	42.22	170.03	69.73

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF ARIZONA ARE TEMPORARILY DELAYED. REGISTRATIONS FOR THE STATE OF ALASKA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	344707	23.43	1	265276	19.16	1
DATSUN	311240	21.15	2	246382	17.80	2
HONDA	203741	13.85	3	201759	14.57	3
VOLKSWAGEN	148752	10.11	4	183902	13.28	4
MAZDA	88728	6.03	5	81276	5.87	5
SUBARU	69812	4.74	6	59382	4.29	6
FIESTA*	41155	2.80	7	46702	3.37	7
ARROW/CHAMP*	37344	2.54	8	30383	2.19	11
COLT/HATCHBACK*	34378	2.34	9	39545	2.86	8
MERCEDES BENZ	29178	1.98	10	29485	2.13	12
TOTAL IMPORT CARS	1471288			1384378		
FIAT	23804	1.62	12	36941	2.67	9
VOLVO	29068	1.98	11	31084	2.25	10
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	80731	25.83	1	71007	24.54	1
DATSUN	64361	20.59	2	65581	22.67	2
CHEVROLET L.U.V.*	51346	16.43	3	59599	20.60	3
FORD COURIER*	44875	14.36	4	46000	15.90	4
DODGE D50*	24670	7.89	5	18372	6.35	5
PLYMOUTH ARROW*	11274	3.61	6	8525	2.95	6
TOTAL IMPORT TRUCK	312571			289299		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2658918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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R. 1/80

JULY 1980 ISSUED 09/80

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Polk's Statistics:

CAN YOU AFFORD TO IGNORE ...

...the Top 60 Standard Metropolitan Areas which account for well over 50% of all U. S. passenger car sales? These important markets deserve the thorough analysis which Polk Registration Reports by Census Tracts can insure.

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R. L. POLK & CO.

DETROIT, MICH.

10/31/80 C7715-3 U

AUGUST
1980

pocket summary

of registrations

COURTESY OF

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POLK STATISTICS
®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	AUGUST		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	9222	11010	84.40	1.32	1.59
(Concord)	3568	6220	56.72	.50	.71
(Eagle)	2049	-	-	.30	-
Chrysler	10535	21343	49.59	1.50	2.42
(Le Baron)	4758	8510	55.91	.67	.96
Dodge	25587	36209	70.66	3.64	4.11
(Diplomat)	2498	4127	60.29	.35	.47
(Colt)	3423	4546	74.86	.48	.52
(Challenger)	1095	1328	81.70	.15	.15
(Omni)	9731	8035	121.11	1.40	.91
(Aspen)	5274	11105	47.49	.75	1.26
Plymouth	24377	29221	83.42	3.46	3.32
(Arrow/Champ)	4070	3167	128.51	.59	.36
(Sapporo)	929	1197	77.61	.13	.14
(Horizon)	12049	8751	137.69	1.70	.99
(Volare)	6151	14978	41.13	.88	1.70
(Gran Fury)	1158	181	645.37	.17	.02
Chrysler Corp.	60549	86773	69.79	8.60	9.85
Ford	74687	122497	60.99	10.61	13.91
(Fiesta)	5158	7059	72.98	.73	.80
(Pinto)	11798	13556	86.32	1.67	1.55
(Fairmont)	16170	27956	57.84	2.30	3.17
(Granada)	6373	10194	62.52	.91	1.16
(Ltd II)	151	1409	11.43	.02	.16
(Mustang)	16150	22954	70.40	2.30	2.61
(T'Bird)	8452	17348	48.72	1.20	1.97
Lincoln	5010	8354	59.97	.71	.95
(Mark)	2436	3430	70.15	.34	.39
(Versailles)	341	1155	29.53	.05	.13
Mercury	20527	41100	49.94	2.92	4.66
(Zephyr)	4958	7189	68.97	.70	.82
(Monarch)	1843	3899	49.29	.27	.44
(XR7/Cougar)	3342	9642	35.09	.48	1.08
(Capri)	4545	7459	60.93	.65	.85
(Bobcat)	2229	3589	62.11	.32	.41
Lnc/Merc. Div.	25537	49454	51.64	3.63	5.61
Ford Motor Co.	100224	171941	58.27	14.24	19.52
Buick	50835	62151	97.88	8.64	7.06
(Skylark)	14721	10752	137.57	2.10	1.22
(Century)	29468	26205	112.45	4.19	2.98
(Riviera)	3532	3202	110.31	.50	.36
Cadillac	15424	23089	67.11	2.23	2.62
(Eldorado)	3724	4511	82.11	.52	.51
(Seville)	2020	2670	75.66	.29	.30
Chevrolet	138781	191942	72.34	19.71	21.78
(Chevette)	28335	33380	85.04	4.03	3.79
(Monza)	13488	11315	119.20	1.92	1.28
(Camaro)	9801	15716	62.36	1.39	1.78
(Citation)	31415	30551	102.83	4.46	3.47
(Malibu)	21526	28567	75.33	3.07	3.25
(Corvette)	2963	3218	92.05	.42	.37
(Monte Carlo)	12677	27181	46.64	1.80	3.09
Oldsmobile	67377	84987	79.29	9.57	9.65
(Omega)	7735	4911	157.52	1.10	.56
(Cutlass)	39358	48259	81.56	5.59	5.47
(Toronado)	2358	2968	99.66	.42	.34
Pontiac	50235	70923	71.82	7.24	8.05
(Sunbird)	11620	7526	153.90	1.56	.86
(Phoenix)	8838	7640	115.29	1.25	.87
(Lemans)	5810	9178	63.30	.83	1.04
(Firebird)	6920	11194	61.82	.98	1.27
Gen. Mtrs. Corp.	333422	432922	77.00	47.35	49.15
Misc. Domestic	339	424	79.62	.05	.05
Other Import	200037	177543	112.73	28.43	20.16
U.S. Total	703923	880753	79.92		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	99628	97043	102.66	1.70	1.38	156926
(Concord)	43226	56924	75.94	.74	.81	83231
(Eagle)	19035	-	-	.32	-	11164
Chrysler	90264	155694	57.98	1.54	2.21	243842
(Le Baron)	40775	65201	62.54	.70	.93	100181
Dodge	208170	313615	66.38	3.55	4.45	442260
(Diplomat)	20197	30972	65.21	.34	.44	45852
(Colt)	37781	44091	85.69	.64	.63	60656
(Challenger)	8554	10834	78.96	.15	.15	14217
(Omni)	70436	90837	77.54	1.20	1.28	121640
(Aspen)	42084	79436	52.98	.72	1.13	117395
Plymouth	198597	274088	72.46	3.38	3.89	381844
(Arrow/Champ)	41414	33550	123.44	.71	.48	46352
(Sapporo)	6717	9350	71.84	.11	.13	12267
(Horizon)	85697	106695	80.32	1.46	1.51	143477
(Volare)	55241	114588	48.21	.94	1.62	166020
(Gran Fury)	9528	3179	299.72	.16	.05	3778
Chrysler Corp.	497031	743397	66.86	8.47	10.55	1067946
Ford	765229	1071943	71.39	13.33	15.21	1552097
(Fiesta)	46313	53770	86.13	.79	.76	76919
(Pinto)	105304	133261	79.02	1.79	1.89	183546
(Fairmont)	128873	222610	89.34	3.39	3.16	333456
(Granada)	52506	99066	53.00	.89	1.41	141375
(Ltd II)	2933	23332	12.57	.05	.33	28400
(Mustang)	160993	205110	78.49	2.74	2.91	295511
(T'Bird)	26422	129648	74.37	1.64	1.84	210249
Lincoln	49602	85277	58.17	.84	1.21	128262
(Mark)	24784	33291	74.45	.41	.47	54597
(Versailles)	3904	9188	42.49	.07	.13	13539
Mercury	215241	345968	62.21	3.67	4.91	498326
(Zephyr)	55749	66467	83.87	.96	.94	95787
(Monarch)	18905	38740	48.80	.32	.55	54558
(XR7/Cougar)	40553	82219	49.44	.69	1.16	122808
(Capri)	44197	63846	69.22	.75	.91	88734
(Bobcat)	20398	31498	64.76	.35	.45	43097
Linc/Merc. Div.	264843	431245	61.41	4.51	6.12	626588
Ford Motor Co.	1030072	1503188	68.53	17.54	21.33	2178685
Buick	454247	456973	99.40	7.74	6.49	687182
(Skylark)	111452	59076	188.66	1.90	.84	104458
(Century)	213188	204702	104.15	3.63	2.91	301885
(Riviera)	26481	35172	75.29	.45	.50	49587
Cadillac	139372	201278	69.24	2.37	2.86	307897
(Eldorado)	31551	42201	74.76	.53	.60	61000
(Seville)	23252	27529	84.46	.40	.39	44216
Chevrolet	1159356	1441926	81.10	19.92	20.45	2106404
(Chevette)	250507	257250	97.38	4.27	3.64	363644
(Monza)	96638	101319	95.38	1.65	1.44	139073
(Camaro)	82789	149880	55.24	1.41	2.13	207904
(Citation)	255739	172132	148.57	4.36	2.44	291615
(Malibu)	172574	233224	73.99	2.94	3.31	337164
(Corvette)	24139	26368	91.55	.41	.37	40164
(Monte Carlo)	104726	180377	58.06	1.78	2.56	265110
Oldsmobile	528538	635401	83.18	9.00	9.02	931836
(Omega)	56288	27446	205.09	.96	.39	46495
(Cutlass)	301282	343935	87.60	5.13	4.88	510757
(Toronado)	23775	32533	73.08	.40	.46	45354
Pontiac	405361	535942	75.64	6.90	7.61	774525
(Sunbird)	82602	63343	130.40	1.40	.90	86849
(Phoenix)	64914	45735	141.94	1.11	.65	74560
(Lemans)	52178	80603	64.73	.89	1.14	115301
(Firebird)	61215	109740	55.78	1.04	1.56	150048
Gen. Mtrs. Corp.	2696874	3271520	82.43	45.93	46.43	4807844
Misc. Domestic	2350	3245	72.42	.04	.05	4652
Other Import	1545251	1427632	108.24	26.32	20.26	2140642
U.S. Total	5871206	7046025	83.33			10356695

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	394571	23.40	1	305411	19.34	1
DATSUN	356085	21.12	2	284410	18.01	2
HONDA	232704	13.80	3	229243	14.52	3
VOLKSWAGEN	172303	10.22	4	204334	12.94	4
MAZDA	101445	6.02	5	92565	5.86	5
SUBARU	80321	4.76	6	67242	4.26	6
FIESTA*	46313	2.75	7	53770	3.40	7
ARROW/CHAMP*	41414	2.46	8	33550	2.12	11
COLT/HATCHBACK*	37781	2.24	9	44091	2.79	8
VOLVO	34137	2.02	10	35850	2.27	10
TOTAL IMPORT CARS	1686030			1579227		
FIAT	26579	1.58	13	42353	2.68	9

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	93210	26.05	1	81792	25.08	1
DATSUN	73976	20.67	2	73056	22.40	2
CHEVROLET L.U.V.*	57840	16.16	3	66384	20.36	3
FORD COURIER*	50827	14.20	4	51309	15.73	4
DODGE D50*	28879	8.07	5	21006	6.44	5
PLYMOUTH ARROW*	12858	3.59	6	9678	2.97	6
TOTAL IMPORT TRUCK	357862			326084		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

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AUGUST 1980 ISSUED 10/80

Supplementing
Polk's Statistics:

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R. L. POLK & CO.

DETROIT, MICH.

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